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Glad Greetings from New England



RECEIVED
24 1938 ★
Department of Agriculture.

MARY DAMARIS (CLARK)

WILLIAM EDWIN CLARK

"Treetops"

SHARON, MASSACHUSETTS, U. S. A.

GLAD GREETINGS FROM NEW ENGLAND

Beautiful New England Originations

For true charm and beautiful color one naturally turns to the Decorative types and usually those of medium size. New England growers have introduced many beautiful, artistic and outstanding varieties. You will find much pleasure in growing the following, many of which are consistent prize winners at the great Boston Shows.

	Price Per 10		
	No. 1	No. 2	No. 3
Adonis (Brown-Clark) Geranium pink.....	\$.50	\$.40	\$.30
Amelita Galli-Curci (Clark) Dainty, deep orange.....	.60	.50	.40
Apricot Glow (Palmer-Gove) Early, Apricot.....	.50	.40	.30
Arlington (Brown) Light red orange.....	1.00	.80	.60
Benito Mussolini (Clark, 1929) Pink, sturdy.....	.50	.40	.30
Charlotte Helen Blair (Clark, 1937) Pale Pink.....	1.00	.80	.60
Coral Bells (Clark, 1930) Coral, very small, baby glad.....	1.00	.80	.60
Edda Mussolini (Clark, 1936) Pink, small.....	.80	.40	.30
Dr. R. T. Jackson (Fischer) Dark velvety red.....	.60	.50	.40
Ethelyn (Fischer) Orange yellow, medium prim.....	.50	.40	.30
Ella May (Clark, 1936) Delicate cream.....	2.00	1.60	1.20
Elvira (Fischer) Small dainty white, prim.....	1.00	.80	.60
Evelyn Soule (Clark, 1936) Pink.....	1.00	.80	.65
Fluffy Ruffles (Brown) Pale yellow, very ruffled.....	.90	.80	.70
Harmonia (Fischer-Clark) Salmon, medium.....	.80	.40	.30
La Argentina (Clark, 1929) Deepest orange red, most unusual, very small prim.....	—	1.00	.80
Lady Dainty (Clark) Warm pink, small dec.....	1.00	.80	.60
Mary Capen (Fischer) Deep orange, medium dec.....	.60	.50	.40
Mary Damaris (Clark, 1936) Sold to Carson Stewart, Burg Hill, Ohio			
Mary Stacey Holmes (Clark, 1937) Creamy effect.....	1.00	.80	.60
Minton Rose (Brown) Light orange red, large dec.....	.80	.60	.40
Mrs. Avis Manning (Fischer) Medium, bright yellow.....	.60	.50	.40
Mrs. F. C. Peters (Fischer) Rose lilac.....	.60	.50	.40
Prim Queen (Fischer) Pure deep yellow.....	—	.60	.40
Princess Iolanda (Clark, 1933) Pale red orange.....	1.00	.80	.60
Princess Mafalda (Clark, 1929) Orange pink.....	1.00	.80	.60
Princess Maria (Clark, 1933) Pink, early.....	.50	.40	.30
Princess Giovanna (Clark, 1930) Pale red orange.....	.60	.50	.40
Priscilla Alden (Fischer) Orange yellow.....	.50	.45	.40
Rose Mist (Fischer) Deep rose.....	.80	.70	.60
Silverado (Brown) Tall silvery pink.....	.90	.80	.70
Sunnymede (Fischer) Rare orange.....	.50	.40	.30
Sylvia Crowell (Clark, 1936) Pale pink, dec.....	.50	.40	.30
Baby Glad Mixtureper 100	\$3.50 prepaid		
Decorative Glad Mixtureper 100	\$4.00 prepaid		

WILLIAM EDWIN CLARK

SHARON, MASSACHUSETTS, U. S. A.

INTERNATIONAL EDITION THE GLADIOLUS — 1938

Bound in Boards and Cloth

272 Pages

24 Illustrations

Published by

THE NEW ENGLAND GLADIOLUS SOCIETY, INC.

An International Society — The Largest Gladiolus Society in the World

Publication date January 1, 1938

A copy of the book will be presented to every member whose dues for 1938 are paid.

CONTENTS

AROUND THE WORLD WITH THE GLADIOLUS

Chapters from the following countries:

AFRICA — The Home of the Gladiolus Species has produced a real strain of fragrant glads with a very strong and delightfully sweet perfume.

AUSTRALIA — The land of the giants.

CANADA — The home of the world's favorite glad — Picardy.

CZECHOSLOVAKIA — Including pictures of Czechoslovakian originations which will surprise you.

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CAL JORDAN'S PREMIERE, an intensely interesting chapter in the life of that "Down East" character which gives much help to the beginner.

ALL THE LATEST INFORMATION ON RESEARCH AND GLADIOLUS DISEASES. HOW THE NEW VARIETIES ARE PERFORMING, AND A WEALTH OF OTHER INTERESTING MATERIAL.

AN OUTSTANDING BOOK WHICH YOU MUST HAVE.

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THE NEW ENGLAND GLADIOLUS SOCIETY, INC.

Albin K. Parker, Secretary, Norwood, Mass., U. S. A.

Please enroll me as a member of The New England Gladiolus Society, Inc., and mail a copy of the 1938 Edition of "The Gladiolus". Enclosed is \$..... for class of membership checked.

REGULAR MEMBERSHIP\$1.00 ☐

Including copy of regular edition of "The Gladiolus".

SUSTAINING MEMBERSHIP\$5.00 ☐

Including specially bound edition of "The Gladiolus", one regular edition of the same, and supplements.

SPECIAL MEMBERSHIP\$2.00 ☐

Including specially bound copy of "The Gladiolus" and supplements.

LIFE MEMBERSHIP\$25.00 ☐

Including specially bound edition of "The Gladiolus", and all publications issued by N. E. G. S.

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Remit to The New England Gladiolus Society, Inc., in New York or Boston Funds — cash — United States or International money orders.

Credit this membership to



Do we realize the fact that the gourd has been known ever since the cave man? He found out that he could gather his foods and carry his water in baskets and bottles made from this article. He, and later the Indians, learned not only to use them in many ways, but to carve and decorate them in their primitive way in a beautiful and artistic manner. In many parts of the world today the gourd is still a most useful commodity in everyday life. In China, Africa, South America and Mexico the gourd is used by the natives for everything but cooking, and in some instances they are so skillfully decorated that they are passed down from generation to generation as heirlooms. At the present time the gourd, in a hundred or more different shapes and colors, is telling the world that it is the basis of the new and growing art of tomorrow.

For those who wish to grow, carve or decorate gourds, and to make them into many useful and ornamental articles; to learn of the many different cones, burrs and tropical seed pods used to add to their decoration, we have published in book form over seventy-five illustrations showing the actual articles and how they are made. Thus it should be easy for anyone to make a success of gourd art. There is now a great demand for gourds, and those who wish to devote their time to this useful and ornamental article will find a ready market for all they can produce. Every store and every home is a potential buyer or user.

For a number of years we have not only grown gourds, but have carved, painted and decorated them to sell from our studio, the Sunkist Trading Post in Pomona, California. The gourd industry has grown to such an extent that we have many requests from stores and wholesale dealers that we are unable to answer. Therefore, we have formed the United Gourd Artists Association, not only to perpetuate the gourd art industry and supply the demand which is already created, but to give boys and girls of America the pleasure of demonstrating their ability in creative art. Membership in this association together with the book "Decorating Gourds for Pleasure and Profit," is \$1.00. In addition, any information desired that is not stated in our book, will be furnished free to members only. We will also furnish to members our retail price of any article upon request.

Trusting that the Gourd Artist Association will be of help and interest to many, we remain,

Yours very truly,

THE UNITED GOURD ARTISTS ASSOCIATION,

John Crista
President.

1409 Holt Ave.

Pomona Calif.

REASONS FOR PLANTING GLADIOLI EARLY

An expert grower tells how to produce perfect flowers and large bulbs

IN the past 15 years an amazing amount of artistic grace and beauty has been bred into the gladiolus by means of the primulinus species and hybrids. Because of these great improvements there are now many types and varieties of the gladiolus, with almost every conceivable color and shade. For that reason they combine gracefully with other flowers in indoor arrangements.

For success with the gladiolus—to get the most beautiful and the greatest number of blooms, and to resist diseases and insect pests, as well as developing strong bulbs for the succeeding year—I suggest the following points:

- 1—Plant early.
- 2—Water and cultivate frequently.
- 3—Lift the bulbs at the proper time and cure them thoroughly.
- 4—Store the bulbs carefully during the Winter, and
- 5—Read some of the immense amount of literature now available.

Many gladiolus species in their native home, South and Central Africa, not being subject to freezing temperatures, have 12 months in which to complete their cycle of development. In Pacific Grove, Calif., there is the great advantage of a 12 months' period and in many places on the Pacific Coast seven months are available, but in New England there is only about five months of good growing weather. Therefore one should plant early for the longest possible period of development—in April if the soil is somewhat warm, or at least in early May.

The great amount of moisture in the ground in early Spring enables the plants to form large, strong roots which in turn make vigorous disease-resisting plants, which grow well during the dry, warm Summer months and develop splendid bulbs for replanting the following year.

It is true that good blooms may be had from strong bulbs even when planting is done late in May, in June or even in July, but strong bulbs will not be matured for planting the following year. Those who wish the very best flowers with the least possible trouble should plant the largest, strongest bulbs they can obtain.

Generally speaking, gladioli are of greater value as cut flowers for the home than for bedding purposes, and therefore I like to advise planting in triple, staggered nursery rows. Light, sandy loam, slightly acid, is the ideal soil, but almost any soil will give reasonably good results. Large bulbs may be planted four inches deep and five or six inches apart, and small bulbs two or three inches deep and three or four inches apart. In heavier soil it is wise to plant three inches deep. For large planting I advise large, medium and small bulbs and many varieties so as to have blooms from late June throughout July, August, September and until frost kills the plants in October.

Large bulbs of many early blooming varieties will bloom in six or eight weeks after planting, whereas large bulbs of late blooming varieties will grow seven or eight weeks before they bloom. Also large bulbs, one to two inches in diameter, will bloom three to six weeks earlier than medium and very small size bulbs. From the thousands of named varieties now available from which to choose and by planting bulbs of all sizes one may have a continuous supply of gladioli for cut flowers for a period of about 100 days. The gladiolus loves sun; for best results one should choose a location where the sun shines throughout the day.

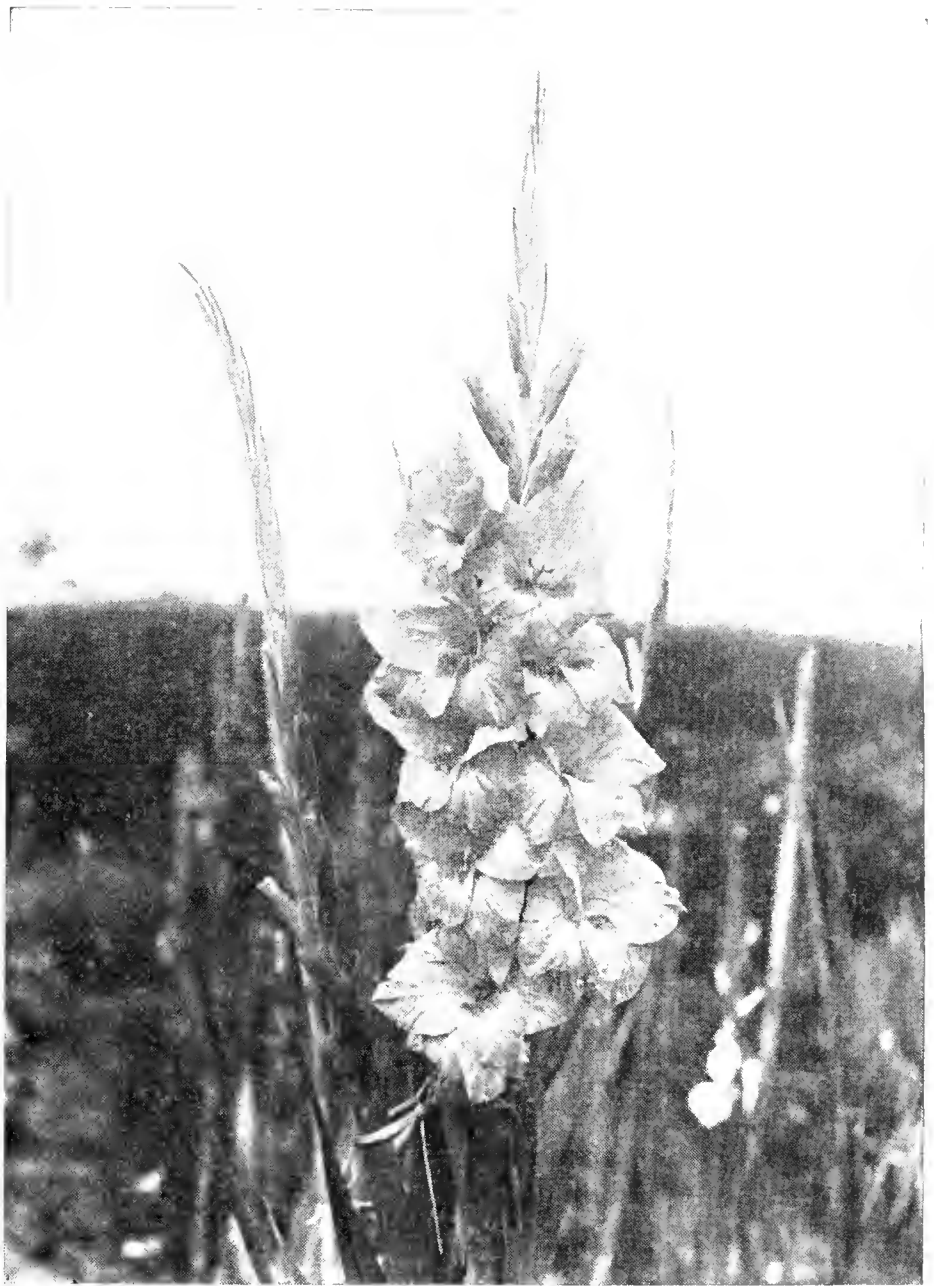
The gladiolus likes much water. If the soil becomes too dry one should apply water abundantly at occasional intervals (weekly perhaps) rather than a small amount frequently. It is important to cultivate frequently. After a rain storm a crust forms on the surface of the soil. As soon as this crust is dry the ground should be cultivated, so that air may enter the ground and so as to produce a dust mulch.

In the Fall the days become shorter and cooler, the leaves

wither and the gladioli cease growing. In New England frost kills the leaves late in September or early in October. When the plants cease growing the bulbs should be harvested.

Excellent results have been obtained by lifting the bulbs in September and October as the plants mature and by curing them carefully and most thoroughly. The bulbs are lifted on dry, windy, sunny days, dried on burlaps until sundown and put in a barn each night to keep them dry and free from frost. This curing process in the sun is repeated for five to ten days until the bulbs are comparatively dry and can be stored without fear of moulding. In the still shorter and cooler October days the drying and curing process for proper Winter storage may require ten or even 15 days.

As recently as ten years ago the amount of available literature on the gladiolus was surprisingly meagre. More recently several books have been published and the annual publications of the American, New England, British and Canadian gladi-



THE GLADIOLUS MISS NEW ZEALAND

A new variety which indicates its origin by its name. The color is salmon or apricot, with a peach color blotch.

olus societies are mines of information and inspiration. The 1935 Year Book of the New England Gladiolus Society called "The Gladiolus," contains a valuable gladiolus bibliography of 12 pages compiled by Dorothy S. Manks, librarian of the Massachusetts Horticultural Society.

The longer I grow the gladiolus, with its ever-increasing bewilderment of new and graceful forms—monstrous exhibition, large, medium and small decorative, midget, lacinated, rosebud, butterfly, and otherwise—the more I feel that this flower, which can be grown at comparatively small cost and effort, should be recommended for propagation by novices and amateurs who want pleasing results, even though they are not expert horticulturists.

"Sunnymede," Sharon, Mass.

—William E. Clark.

GLAD GREETINGS FROM NEW ENGLAND

Sunnymede Decorative Introductions

LADY DAINTY (Clark) 1929. A Decorative Saundersii hybrid. In 1928 this seedling won the N. E. G. S. Silver Medal, the A. G. S. Silver Medal and an Award of Merit. "Lady Dainty, I would say is the most beautiful Gladiolus, as a cut flower, that I have ever seen."—Franklin B. Mead.

PRINCESS MAFALDA (Clark) 1929. Orange pink, shading into light coral red, lower lip yellow shading into coral red and striped with narrow red lines. A most artistic Decorative variety.

PRINCESS GIOVANNA (Clark) 1930. Pale red orange, streaked lightly with lighter orange red.

PRINCESS IOLANDA (Clark) 1933. Pale red orange, darker at tips. Pale yellow blotch extending into throat. Delicate coloring and artistic shape.

PRINCESS MARIA (Clark) 1933. Pink. Very Early. Wonderful propagator. Most satisfactory cut flower.

MARY DAMARIS (Clark) 1936. Medium Decorative. Very clear light yellow. N. E. G. S. Award of Merit, 1936.

ELLA MAY (Clark) 1936. Small Decorative. Pure pink and white. First prize N. E. G. S. 1935. Prof. Mervyn J. Bailey considers "Ella May as possibly more beautiful than Lady Dainty."

CHARLOTTE HELEN BLAIR (Clark) 1937. Small Decorative. Pale pink.

MARY STACEY HOLMES (Clark) 1937. Beautiful creamy effect. Medium Decorative.

The above are all excellent propagators.

African Gladiolus Species

Summer blooming, a source of delight in the garden, win Medals at Exhibitions:

Psittacinus (Parrot's head), red and yellow, hooded. \$1.00 for 10 bulbs.

Dracocephalus (Dragon's head), green, veined purple. 60¢ for 10 bulbs.

Primulinus, primrose yellow, hooded. \$1.00 for 10 bulbs.

Quartinianus red—late variety. \$2.50 for 10 bulbs.

Cooperii, variety of Psittacinus. Very beautiful. \$6.00 each.

Gladiolus Seed per package \$1.00.

THE GLADIOLUS BOOK

By Forman T. McLean, William Edwin Clark, Eugene N. Fischer. 47 illustrations, 16 in full color. 233 pp. \$3.00.

"In no other volume . . . has so much informative and valuable material concerning this popular genus been included."—*California Garden*.

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SHARON, MASSACHUSETTS, U. S. A.

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